

## *Quincy Media Looks to AHPS, June 9, 2003*

Quincy, Illinois, twice recognized as an All-American City, is a Mississippi River town. The folks living along the Mississippi understand the importance of staying abreast of river stage conditions. Catastrophic events like the Great Flood of '93 are forever etched in the minds of its citizens. Station Manager Jim Lawrence, of WGEM television and radio, does his part to ensure his listeners know what's happening along the Mighty Mississippi.

WGEM gets its river stage data from the [St Louis National Weather Service Forecast Office Advanced Hydrologic Prediction Service](#) (AHPS) web site.

*"It is nice to be able to do this. You can click on one page and get all of the data in about 5 minutes. It is really handy."*

*"I think [we provide] a good service to those people who live along the river and there are a lot of them who have homes and maybe river camps,"* said Lawrence.



**Figure 1** Quincy, IL; Mississippi River Flood of 1993, Courtesy FEMA

AHPS is the National Weather Service's frontline solution to provide improved river and flood forecasting and water information across America. Local Weather Forecast Offices strategically located across the country integrate a seamless suite of hydrologic information tailored to meet the needs of local interests and the population.

River stage conditions are broadcast on the television station each night on the 6 O'Clock and 10 O'Clock news during the weather segment. The radio announcer broadcasts the river condition each afternoon between 4 p.m. and 5 p.m. or as needed if the river is running high.

*"There are a lot of boaters around here who want to know what the weekend [river condition] is going to be like,"* said Lawrence. *"Are the river stages going to be high, meaning there will be a lot of debris floating in the river? Or, they want to know if they will be able to go out or not. And so those are the kind of people who pay more attention to the river stages than your average viewer and listener."*

It is apparent lots of listeners living or working along the river are using WGEM's river stage information to make life decisions. Jim noted on the rare occasion the information is not broadcast to the public, his listeners are quick to phone in.